

CAJ:kaa 06/01/06 526373 112623.02  
PATENT

Attorney Reference Number 3382-50875-01  
Application Number 09/153,577

### Remarks

Reconsideration of the application is respectfully requested in view of the foregoing amendments and following remarks. Applicants are submitting this amendment in response to the May 1, 2006 Office action ("Action"). Claims 6, 16, 21, 22, 24, 26, 30, 32, 33, 44, 47, 49, 57, 59, 65, 66, 78, 81, 82, 83, 84, 85, and 86 have been amended with this amendment. New claims 102-104 have been added with this amendment. Support for new claims 102-104 can be found, for example, in the Application at page 8, lines 13-23.

In the Action, the Examiner restricted all pending claims (from the amendment dated 2/17/2006) as being "drawn to a non-elected invention." 37 CFR § 1.142(b) and MPEP § 821.03. Applicants disagree with the Examiner's reasoning and characterization of the claims as stated by the Examiner in the Action. However, in order to expedite prosecution, Applicants are undoing some of the amendments previously made in the 2/17/2006 amendment. Specifically, claims 6, 30, 78, and 82-84 have been amended to recite "television signal" language in place of "video" language, claim 16 has been amended to recite "televised" advertising message language in place of "advertising message" language, and claims 21, 85, and 86 have been amended to recite "television programming" language in place of "video" language. In addition, dependent claims of the above independent claims have been amended to correspond to their respective independent claims.

In light of the remarks in the 2/17/2006 amendment, addressing the obviousness rejections raised in the 9/20/2005 Office action, the claims in their currently amended form should now be allowable.

### Conclusion

The claims in their present form should now be allowable. Such action is respectfully requested.

Respectfully submitted,

KLARQUIST SPARKMAN, LLP

One World Trade Center, Suite 1600  
121 S.W. Salmon Street  
Portland, Oregon 97204  
Telephone: (503) 595-5300  
Facsimile: (503) 595-5301

By

  
Cory A. Jones

Registration No. 55,307